

REMARKS

In U.S. Patent Application Serial No. 08/906,722 (the parent application), filed August 5, 1997, the Examiner required restriction to one of Groups I, II, III, IV, V, VI, VII, VIII in a restriction requirement dated September 8, 2000.

The instant divisional application is directed to Group II (originally pending claims 16-35, drawn to displaying an image (class 455, subclass 566). To expedite prosecution, a new set of claims 75-92 has been proposed. The new set of claims is based on the original claims directed to the invention of Group II, which is hereby elected for prosecution in this divisional.

In addition, the Examiner requested election of a single disclosed species for prosecution, noting that claim 16 is generic. The Examiner has listed, inter alia, a species (E) relating to an optical reader (original claim 27). Applicant provisionally hereby elects the "optical reader" species with traverse, and notes that the system of new claim 75 includes and recites "an optical reader".

Although the correct inventors were named in the parent application when filed, the election of the instant application resulted in the cancellation of claims so that less than all of the originally named inventors are the actual inventors of the invention claimed in the instant application. In the instant application, the inventors are Allan Herrod and John Klein. Under the provisions of 37 C.F.R. §

1.160(b)(4), it is requested that all inventors, except Allan Herrod and John Klein, be deleted since they are the sole inventors of Group IV.

If there are any fees associated with the filing and processing of this application, authorization is given to charge such fees to Deposit Account No. 19-5407.

Respectfully submitted,



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Proposed New Claims

75. A product location information retrieval system for use by a customer in a retail establishment comprising:

a computer terminal with an optical reader arranged to receive a data input query from the customer using the terminal and relating to a product located in a product access zone; and

a display for displaying an image of a product to be accessed by the user.

76. A system as claimed in claim 75 wherein the optical reader is a bar code reader which functions to generate the query by scanning a bar code symbol.

77. A system as defined in claim 75, further comprising
means for deriving display format information for the display associated with
a terminal; and
means for configuring the data to be presented on the display according to the
display format information.

78. A system as defined in claim 77, wherein
the display format information includes the number of characters in a
horizontal line in the display.

79. A system as defined in claim 77, wherein

said means for configuring the data includes means for scaling the data to the size of the display.

80. A system as defined in claim 77, wherein the display is included in the housing of the terminal.

81. A system as claimed in claim 75 wherein the query is relayed to a server and the terminal receives responsive data from the server, using wireless communications.

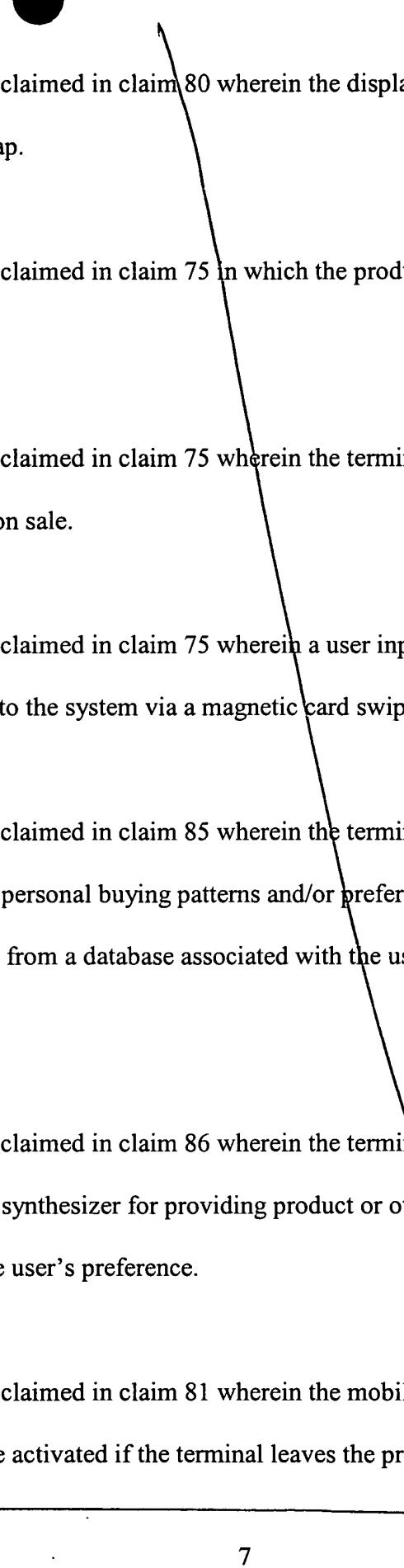
82. A system as claimed in claim 75 wherein the product access zone corresponds to a region in the vicinity of the terminal in which the product is located.

83. A system as claimed in claim 75 wherein the terminal includes a positioning system and the displayed image indicates the location of the product with respect to the current detected position of the terminal.

84. A system as claimed in claim 75 wherein the terminal display provides a map of the product access zone.

85. A system as claimed in claim 75, wherein the terminal is mobile, hand-held terminal.

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86. A system as claimed in claim 80 wherein the display indicates the position of the terminal on a map.

87. A system as claimed in claim 75 in which the product access zone comprises a shelf location.

88. A system as claimed in claim 75 wherein the terminal is arranged to display an image of a product on sale.

89. A system as claimed in claim 75 wherein a user inputs provides information identifying the user to the system via a magnetic card swipe slot.

90. A system as claimed in claim 85 wherein the terminal displays product offers related to the user's personal buying patterns and/or preferences the selection of such offers being derived from a database associated with the user identification information.

91. A system as claimed in claim 86 wherein the terminal further includes a speaker and a voice synthesizer for providing product or other information corresponding to the user's preference.

92. A system as claimed in claim 81 wherein the mobile terminal includes a range alarm arranged to be activated if the terminal leaves the product access zone.

THE END OF THE STORY